



This is not for  
Windows 98

by **Chris Alpine**

Introducing



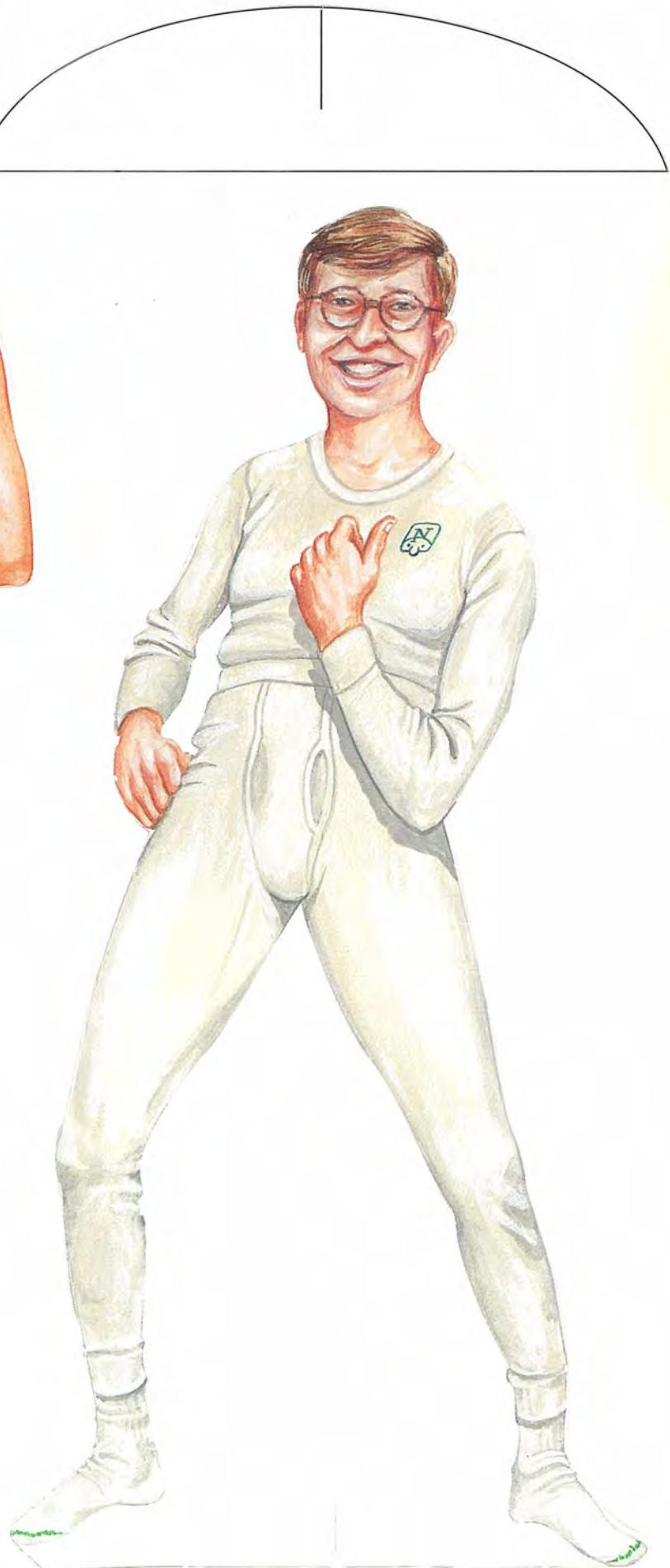
**System Requirements:**

- A sense of humor.
- A vivid imagination.
- Incredible fashion sense.

# Bill Gates 99

*Illustrations by Peter Georgeson*

**paper doll book**



# Bill Gates 99 paper doll book



*by Chris Alpine*

*Illustrations by Peter Georges*



ST. MARTIN'S GRIFFIN  
NEW YORK



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St. Martin's Press, 175 Fifth Avenue, New York, N.Y. 10010.

*Bill Gates 99* is produced by becker&mayer!, Kirkland, Washington.  
[www.beckermayer.com](http://www.beckermayer.com)

Design by Simon Sung  
Back cover windows illustration by Matt Hutzak  
Back cover wave photo image courtesy of Photodisc

ISBN 0-312-19225-8

First St. Martin's Griffin Edition: September 1998

10 9 8 7 6 5 4 3 2 1

**Name:** William Gates III

**Nicknames:** Trey, Bill-ionaire, Mouse (Microsoft Owns Universal Software Eternally), Twiggle

**Age:** Looks 25, acts 17, for a total of 42

**Pet Peeve:** Pesky Justice Department investigators

**Latest Accomplishment:** Frustrating the Senate Judiciary Committee

**Hobbies:** Buying out competitors; thinking no one understands; criticizing code

**Favorite Software:** Netscape Browser

**Quote:** "He who dies with the most software wins."

**Last Book Read:** *The Road Ahead*—"I had to, I wrote it."

**Favorite Entrepreneur:** Jimmy Buffet, Warren's brother. "Hey, Jimmy can move merchandise."

**Turn-ons:** Pulling all-nighters, Pentium chips

**Turn-offs:** Power surges, Macs

**Favorite Song:** "We Are the World"

**Why I Do What I Do:** "Who's going to stop me?"  
(see "Pet Peeve")  
"Standard Oil and AT&T can't do it anymore, so it's me or nobody."



*Hey buddy, can you spare a high-tech company?*

## AGENT 5.0

In the mega-fast software industry, fortunes are won and lost in the blink of an icon. In order to improve upon your competitors' work and call it your own, it is imperative to know what the competition is doing. For this reason and approximately 40 billion more, Bill's competitors won't accept his suggestions on how to make their mundane ideas blue-chip brilliant. To get the newest Net technology and the latest Windows version, **Bill becomes Agent 5.0—for the good of God, country, and Microsoft, not necessarily in that order.**

When Agent 5.0 decides to go undercover, what better place to hide than out in the open, mingling with his contemporaries? Whether at a plaid-tie industry function or a late-night rendezvous in front of a crackling fire on his monitor, Agent 5.0 has the wardrobe to put his adversaries at ease...or on the floor with laughter. Either way is fine with Agent 5.0. Before his unsuspecting cronies recover their composure, Agent 5.0 just uses a flip of his wrist, a pull on his tie, and a tip of his hat to send the needed software to his computer back at Microsoft mission control. If a security breach were to be detected, **who would suspect the unassuming little computer guy?** After all, he looks just like them.

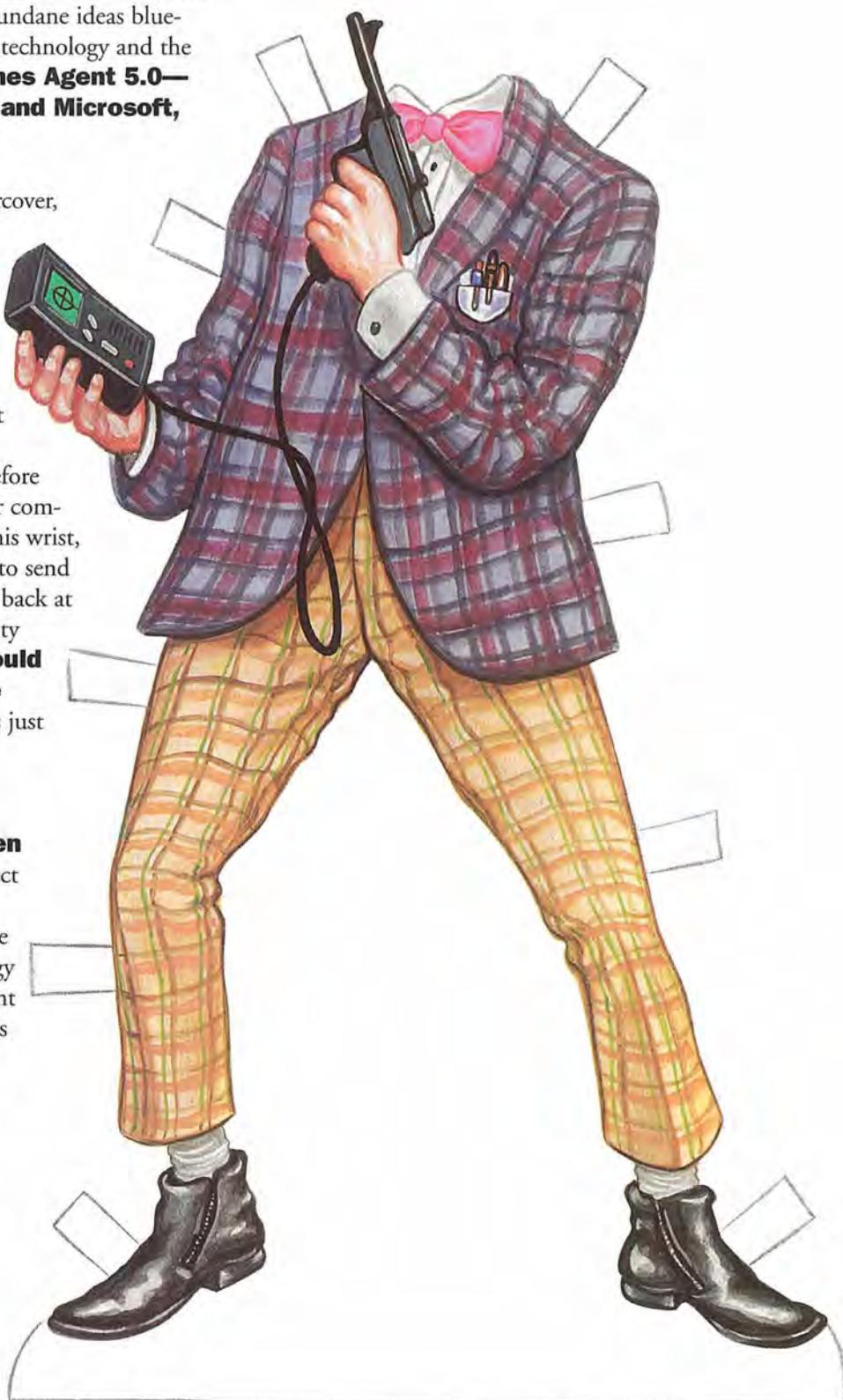
The final step for Bill is always the easiest. **Simply rewrite the stolen software his way**—i.e., the correct way—and get it on the market. If someone complains, Bill just buys the company before selling the technology back to them. The Justice Department calls this questionable; Agent 5.0 calls it fun. Bill has been so successful as Agent 5.0 that he has made a number of CD-ROMs starring his alter ego, the most popular being *For Four Eyes Only, Never Say Investigation*, and his personal favorite, *Octo-PC*.



Agent 5.0's computer wrist-watch



Larry Ellison sold me these X-ray glasses to see through code. They don't work.

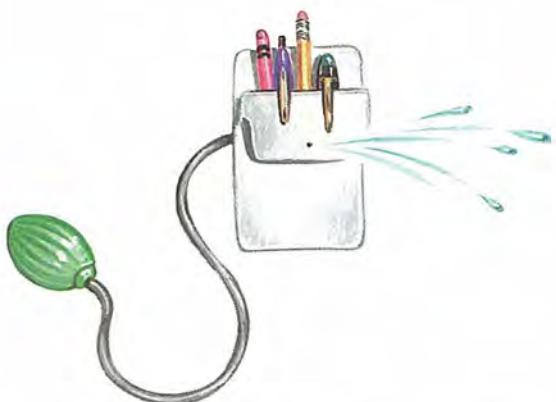


So, where are all the chicks?!?

**How much Bill has made while you've been reading:** \$18,000



*Pie-in-the-face shield*



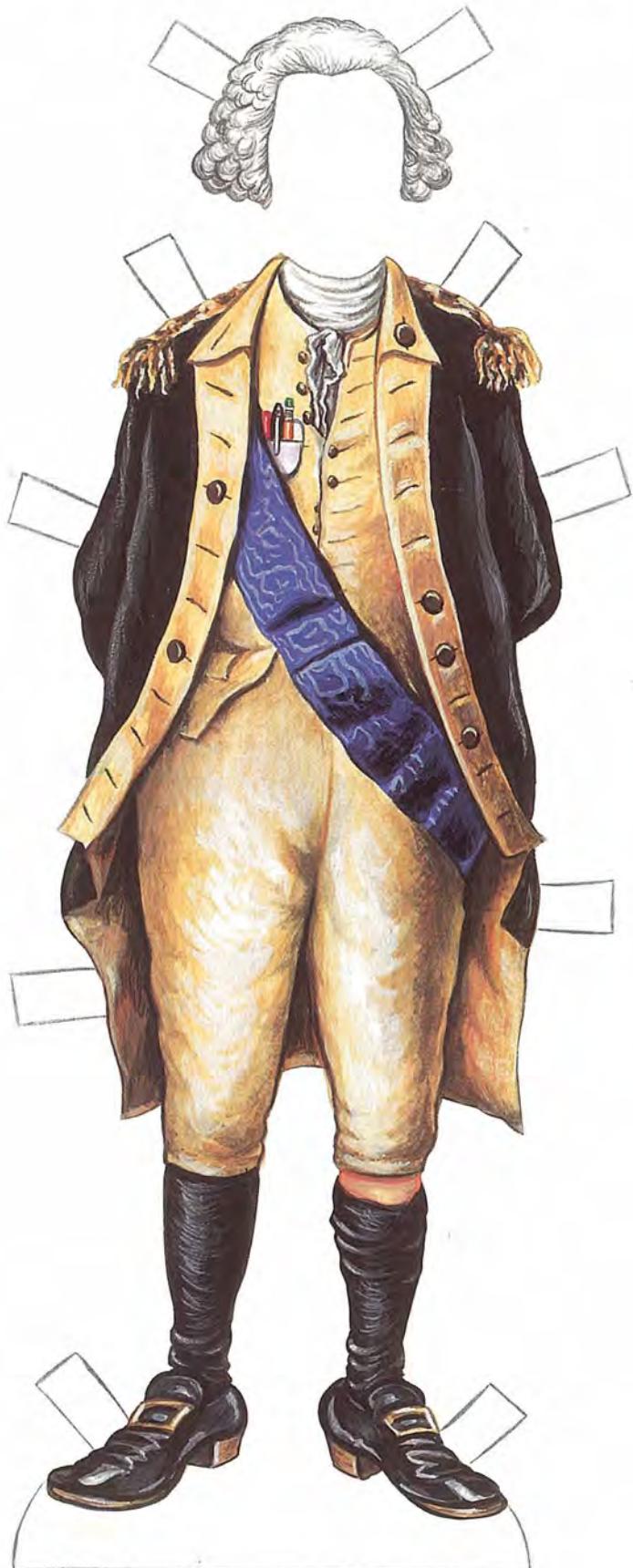
*I only use this pocket protector squirt gun in the most dire of circumstances.*



*This secret Game Boy fits in the heel of my shoe. Neat, huh?*



*Switchblade comb. Nice, huh?*



*This is what I wear when I want to be believed...maybe it would look good at the Senate Hearings?*



**Bill Says:**

“The software industry is an open economic opportunity for any entrepreneur in America.”

**Bill Means:**

“We’re going to crush you—or we’re going to buy you.”



How much Bill has made while you've been reading: \$36,000

**Bill Says:**

"Microsoft does not have a monopoly power in the business of developing and licensing computer systems."



**Bill Means:**

"If you can believe that, we'll let you."



**Virtual Reality = In reality, we control virtually everything.** • **Anti-trust laws = You can trust us; we do.**

## INTERNET EXPLORER 2



Lost on the Internet? Don't worry—do what the software industry does when the going gets tough: Go with Bill. He may not be the first explorer to venture into cyberspace, but he's always the first to reach the destination. How does he do it? By boldly going where brilliant-yet-naïve programmers have gone before—and doing it better. **Show your product to Bill once, and he builds it; show it to him twice, and he buys it.** His secret? Talk loudly and carry a big check.

Whether exploring Windows or stumbling through the Internet, Bill knows the way. He's an expert at finding lucrative connections in cyberspace and bringing them into Microsoft's orbit. If you don't believe it, just ask him. He'll tell you in 5,000 words or more why he's right and everybody else is wrong. But no matter how desperate his fellow travelers might be, Bill always comes to their rescue. Of course, there is a slight fee—royalties and distribution rights—but somehow he convinces them **10 percent of Bill is worth more than 100 percent of themselves.**

Once the trail has been discovered, Bill is only too happy to take the lead. He knows where he's going and how to get there. You better get out of his way because he's coming through, whether you move or not. See, Bill's not in it just for the money. It's the competition that he likes. He wants to win, and if he can't, then he sees to it that you don't either. You can try to explore cyberspace without Bill, but you'll need a good map. You can get one from Bill... Of course, there is that slight fee.



*With these I get to create my own reality, one where I'm just any small business owner.*



*To boldly go where no nerd has gone before*

**How much Bill has made while you've been reading:** \$63,000



*Never forget your provisions for bantering with the natives!*



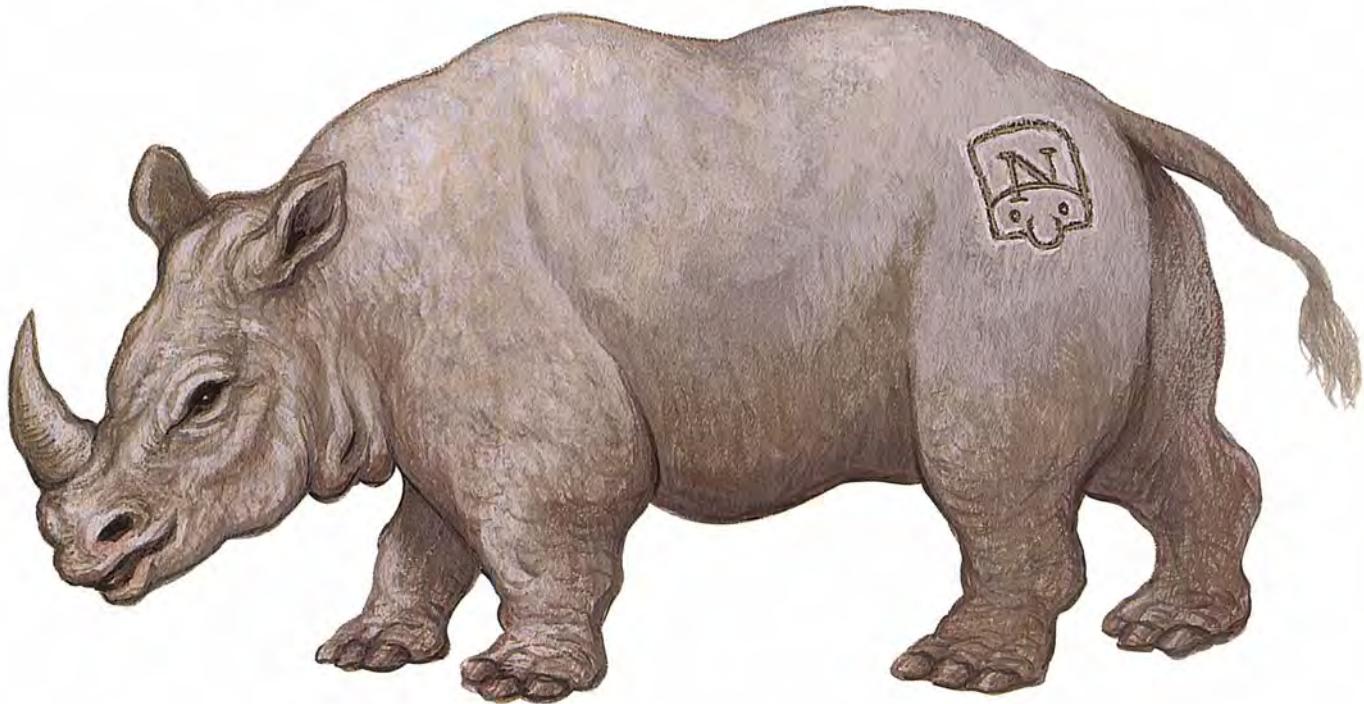
*Maybe acquiring AAA wasn't the best way to go after all.*



*There's never enough room on these  
darn checks.*



*This light saber cuts through bureaucratic monopoly red tape just like that!*



*Some wildlife! This one's already been branded!*

**Bill Says:**

"As you know, a monopolist, by definition, is a company that has the ability to restrict entry by new firms and unilaterally control."

**Bill Means:**

"Microsoft doesn't restrict new companies from developing software. Why should we? We're going to own it eventually."



**Bill Says:**

"Microsoft feels that the Internet is comprised of a collection of interconnecting commercial/noncommercial networks."

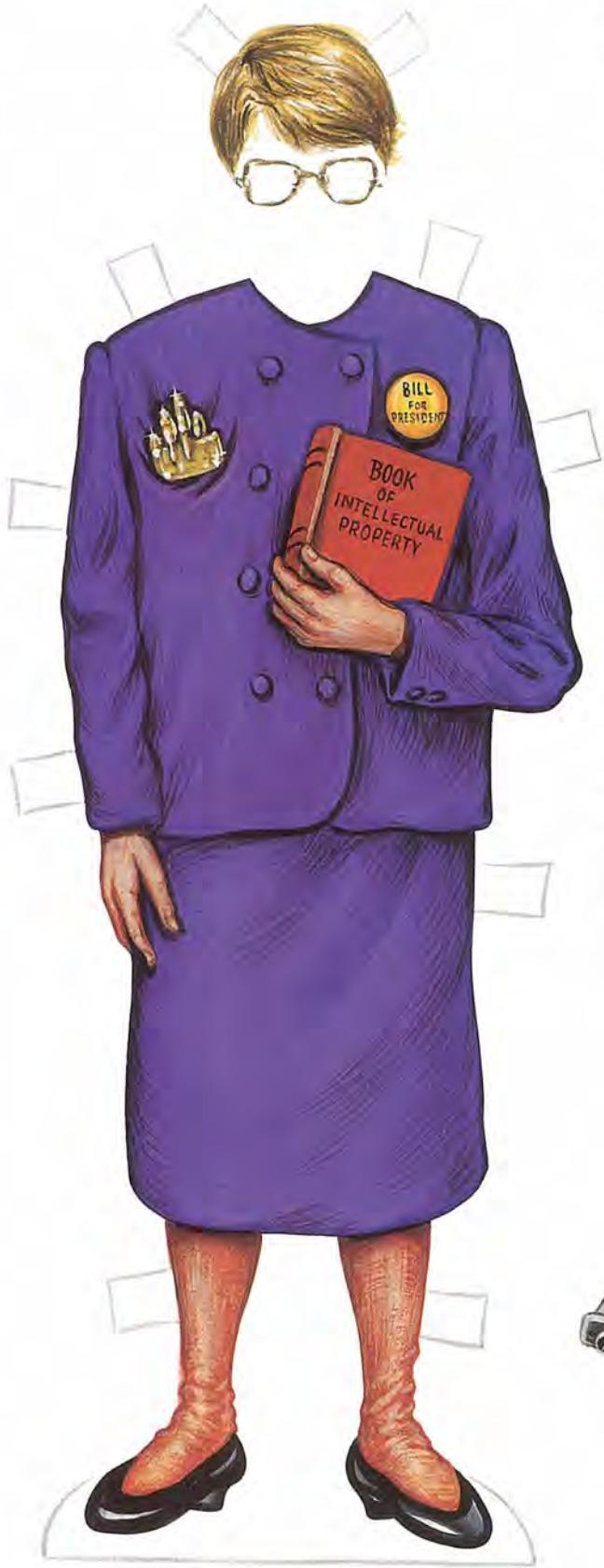


**Bill Means:**

"We're taking over the Internet."



## JANET RENO



If you can't buy 'em, join 'em. That's exactly what our young software czar has done. After being harassed for years by the Justice Department, Bill found the only way to avoid its staffers was to dress like Attorney General Janet Reno—nobody at Justice wanted to talk to *her*.

It was an easy transition for Bill. **He and Janet already had the same Archie haircut and Mr.**

**Magoo glasses.** All it took was a blouse and a skirt, and voilà, Bill was ready to bust up a corporation or two himself. In this getup he soon discovered it wasn't only the Justice Department who wouldn't talk to him...er, her; nobody would. The "Can you spare a million for startup capital?"-askers left him alone, and nobody threw a pie in his face all day. In fact, the only people who would talk to him were the CEOs of software companies crying "Monopoly!" to the Justice Department. The things he heard were enough to make him turn in his subpoena: "It's not fair that they're better and smarter than us," or "We thought of it first," and the one that made him call it a night: "Hey, babe, what are you doing after?"

As if they could keep up with Bill in the fast lane on the Beltway. Whether dancing with a rival CEO or siccing investigators on successful companies, Bill always looks his best, which isn't saying much. **With a little make-up, Bill looks better than the Attorney**

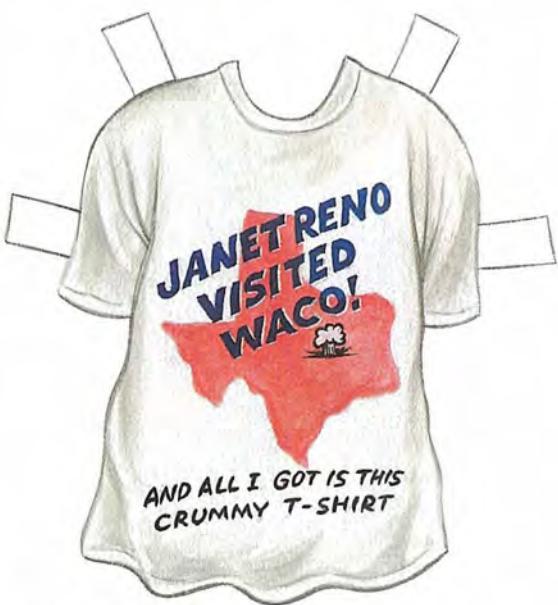
**General.** He's smarter too, which again isn't saying much, because so were nearly 300 of her law school classmates. Better looking and smarter means he'd make a better Attorney General. But then he'd be suing himself, and even Bill isn't smart enough to beat Bill.



*Hey baby, wanna see my independent counsel?*

*What say we take a look at the business practices of Sun Microsystems for a little change of pace?*

**How much Bill has made while you've been reading:** \$126,000



*I hope she's not planning on paying a visit to Redmond, we're much better prepared...*



*If my Capitol Hill PR campaign fails, I'll be needing a bunch of these!*



*Larry Ellison sold me this Justice Department Radar Detector.  
It doesn't work.*



*I had Steve Ballmer pawing all over me  
in this little number!*



**Bill Says:**

"It is preposterous to think that any one company could ever control access to the Internet."

**Bill Means:**

"Give us two more years."



**Bill Says:**

"I can say without hesitation that it is not, nor has it ever been, the intention of my company to turn the information superhighway into a toll road."

**Bill Means:**

"It's a private road."



# **BILL AS GOD**

**In the Beginning, Bill said, "Let there be BASIC,"** and after two months of all-nighters in His dorm room writing code, it was so.

On the Second Day, Bill said, "With my poker winnings I shall leave Harvard and go forth to seek my fortune in Albuquerque. I shall start a software company and call it Microsoft after my teachers' brains." And it was so.

On the Third Day, Bill said, "A computer on every desk and Microsoft software in every computer. I shall borrow...I mean, create...DOS to run the world, and those who oppose me shall be ground into Chapter 11." And it was seriously so.

On the Fourth Day, Bill said, "I shall lead my shaggy programmers to the Promised Land near Seattle where we shall procreate, usurp, and bundle any program I deem worthy to make us money. And it shall be called Windows® and be shipped in May, or November, or on the Fifth Day at the latest." And it was kinda so.

**On the Fifth Day, Bill said, "Pay no attention to false prophets such as Borland or Jobs.**

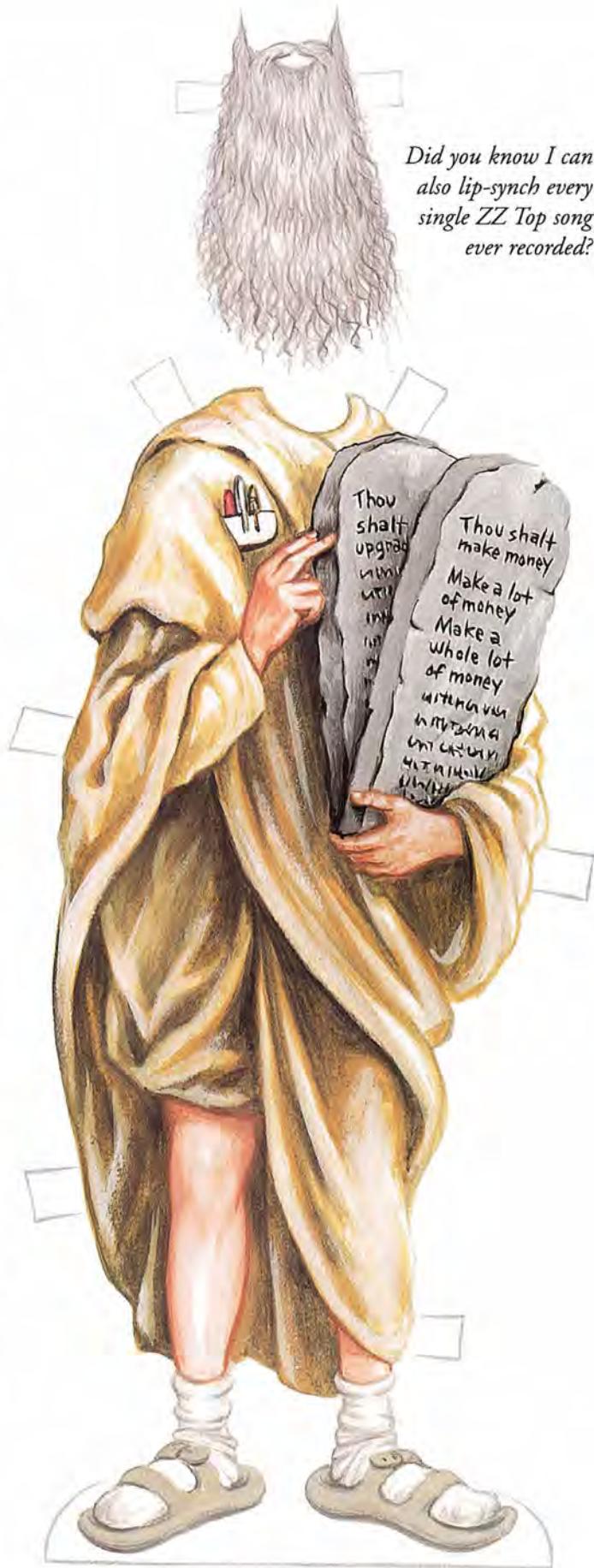
**Windows® shall work.** We've already taken millions and millions of orders which will make us billions and billions of dollars, so I must be right." And it was okay.

On the Sixth Day, Bill said, "I shall create the Internet." But it was already so and Bill was angered. "Who has created this without my blessing and percentage? I shall force my browser upon the world and moon my competitors." And it was half-assed so.

On the Seventh Day, Bill did not rest. He had to appear before the Senate Judiciary Committee to defend Microsoft against His enemies from Days three, four, five, and six. "Yes, Microsoft produces 85 percent of computer software. Yes, Microsoft is used in 90 percent of computers. No, Microsoft is not a monopoly, because I said so and I'm Bill!" And it is so until the next Congressional session.



*Did you know I can  
also lip-synch every  
single ZZ Top song  
ever recorded?*



*Charlton Heston can only wish that his legs looked as good as mine do in this get-up.*

How much Bill has made while you've been reading: \$306,000



*The Pearly Gates*



**Bill Says:**

"Windows 98 will be ready for release by the middle of the year."

**Bill Means:**

"I didn't say what year, did I?"



How much Bill has made while you've been reading: \$459,000

**Bill Says:**

"Microsoft's future is very uncertain."



**Bill Means:**

"We're uncertain if we're going to own the world, or just lease it."



**IDA** = Interest, Decision, Acquisition; what happens to companies after FUD.

## BILL AS BMOC



Who's been Homecoming King on the Microsoft campus for the last twenty years in a row? None other than Bill Gates—the BMOC, Big Man On Campus. He's the smartest and has the most money, which means when Bill clicks, everybody clicks. Who could have the megabytes to run against him? Certainly not Dean of Admissions Steve Ballmer, although he is flamboyant enough to be Homecoming Queen.

Bill went to Harvard first, but dropped out to start Microsoft because **"I went to Harvard University to learn from people smarter than me...and left disappointed."**

This made Bill the first freshman ever to flunk his teachers. Bill's parents were disappointed as well. But he was able to convince them he wasn't quitting college, just changing schools. He would be on the Microsoft campus, and good friend Paul Allen would go with him. "Paul's going too," exclaimed Bill's parents. "Good, he's almost as smart as you."

In just twenty short years, Microsoft U. has produced BASIC, Windows, and over 5,000 millionaires. It's the only school of its kind in the world: there are no classes and no professors, but everything is a test. **Should you pass, you don't get a diploma, you get stock options.**

Tough to get in? Yeah, but if you do, you can retire at 30.



*I bet some charity could use all this money...naah*



*Animal House is my favorite movie!*

How much Bill has made while you've been reading: \$918,000



*My fraternity letters*



*Cool, huh?*



*Boy, does this come in handy!*



*Required reading at Microsoft*

*Sometimes you've got to pull out all the stops  
to motivate a company of this size.*

A political cartoon set against a light gray background. On the left, a caricature of Bill Gates stands in a dark suit, white shirt, and patterned tie, smiling slightly. On the right, a woman with glasses and a wide smile wears a white tank top, white shorts with a black elephant print, white socks, and bunny slippers. Two large speech bubbles connect them. The top bubble, originating from Bill, contains the text "Bill Says:" followed by "Netscape Navigator will run on Windows 98." The bottom bubble, originating from the woman, contains the text "Bill Means:" followed by "It'll run on the beta version."

**Bill Says:**

"Netscape Navigator will run on  
Windows 98."

**Bill Means:**

"It'll run on the beta version."

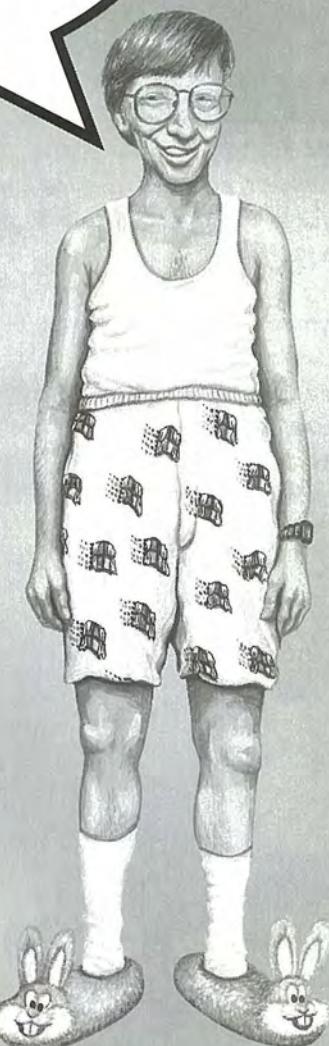
**Bill Says:**

"Of all the big initiatives at Microsoft, simplicity is number one."



**Bill Means:**

"We simply want every computer to be running our software."



## BILL "HEFNER"



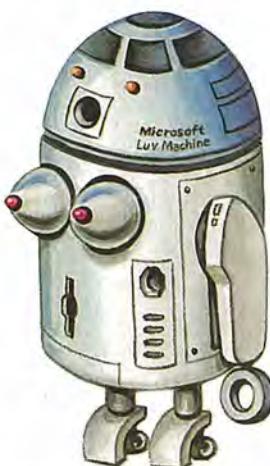
After a twenty-hour day of yelling at his staff or bullying one last concession out of his competitors, Bill likes to put on his flannel PJs and party until 9, or even 9:30 on weekends, in his Playstationboy mansion. Integrated into the hilly shores of Lake Washington overlooking Seattle, the 45,000-square-foot mansion defines cutting-edge technology. Invited guests wear a personalized electronic pin telling the house their preferences in music, movies, games, and art as they move from room to room. Unfortunately, the pin also tells the house, *i.e.* Bill, his guests' IQ, salary, and last three tax returns, along with their "permanent record" that even they can't see. Makes for lively software negotiations.

Imagine yourself a guest. A bevy of Playstation programmers anticipate your every desire. With their laptops, they can get you into a hot game of code writing, anonymously take you on a visit to a sexy Web site, or even e-mail one of the reclining techies poolside with nothing to do but answer your software questions. **They give**

**"technical support" in any chatroom**

**you want!** After a strenuous game of Flight Simulator, down a free soda, just one of the two perks Microsoft offers instead of a competitive salary.

If you are one of the fortunate few to be invited in and pass the security check, you'll have the time of your life. **These programmers know how to party. Once they got so out of hand, they wrote a program for Apple. That was a wild fifteen minutes.**



Who can forget PC Magazine's centerfold model of the year, 1977



This little number is from the days before I met Melinda

**How much Bill has made while you've been reading:** \$400,131,000



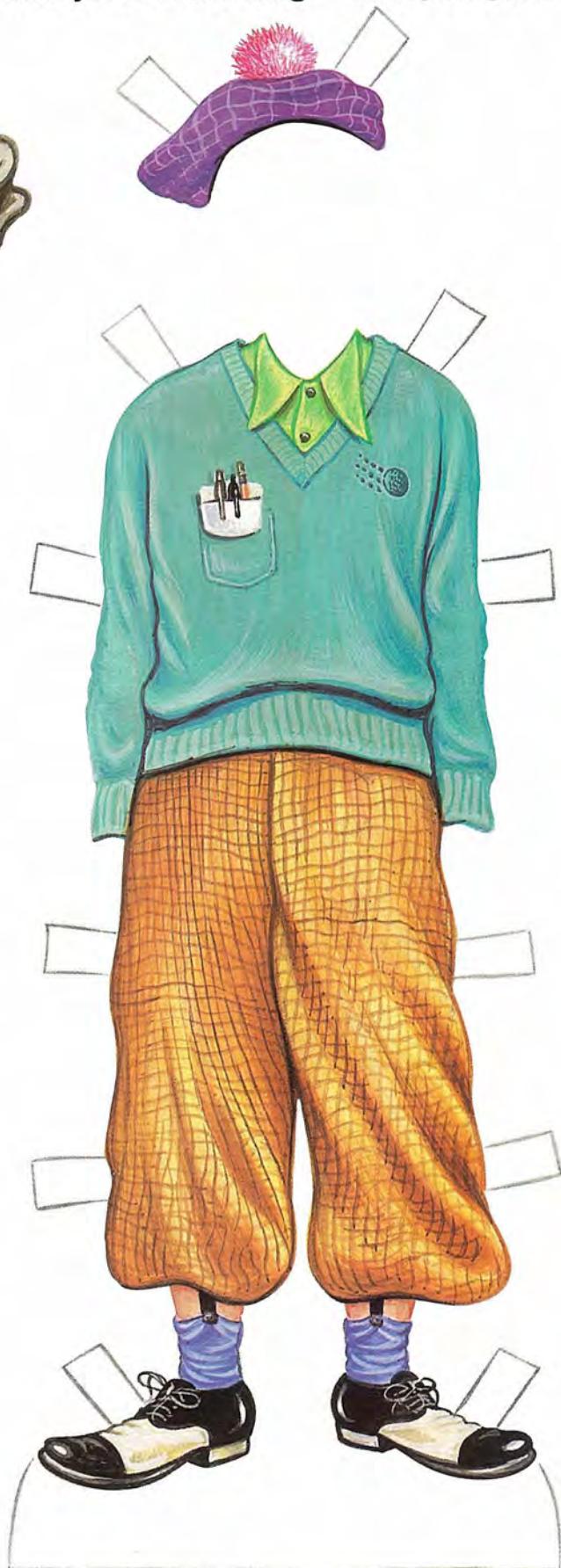
*For nostalgic fun, the ol' blow-up computer*



*Trojan 8088: Guaranteed to protect against viruses. Nothing gets through this baby!*



*I can outdrive John Daly with this bag of tricks!*



*From the boardroom to the fairway, remember: clothes make the man.*

**Bill Says:**

"America's software success has not been driven by government regulation, but by freedom and individual ingenuity."



**Bill Means:**

"I did it all by myself."



**How much Bill has made while you've been reading:** \$800,262,000

**Bill Says:**

"Statistics show that the cost of computing has decreased ten million-fold since 1971. That's the equivalent of getting a Boeing 747 for the price of a pizza."



**Bill Means:**

"You want Windows with that?"



**Programmer's job requirements** = under 19, thinks he knows everything, has no idea forty hours is a workweek.

## PRISON WARDEN BILL



Sixteen-hour days chained to your terminal, seven days a week, with no time off for good behavior. Prison? Nope, just a regular workweek in the cubicles of Bill's World.

**Complain to Warden Gates and you'll be sentenced to life in Word Processing.**

Bill puts in more hours than anyone. He's been known to stay in his office for weeks at a time, subsisting on hamburgers, fries, and milk shakes. He's just too busy thinking up computer torture for the rest of us to bother with mundane human needs. He's fortunate breathing is a natural reflex, or he'd have to hire someone to do it for him.

No room for slackers at Microsoft. Only Micro-serfs. **Warden Gates roams the corridors looking for daydreaming programmers to send to the rack.** No time for breaks, lunch, or families either. You're on salary and your day is twenty-four hours short, so you better spend it working. Microsoft is your life. Live after work, but don't ever leave before Warden Gates. And he never leaves. Hungry? He'll send in a pizza. Like a change of clothes? Pick out a T-shirt from the Microsoft catalog. Want to go outside? Watch The Weather Channel. Just don't leave the building, or you might not get back in. **The only thing Warden Gates wants going out the door is product.**

Surprisingly, there is only one hard rule at Microsoft: You can work in your office, you can eat in your office, you can even live in your office—just don't sleep in your office.



*When you got your first unit, more stock options just don't motivate. Take it from me.*



*We have 30,000 contractors back here, all without benefits, but there's always room for more!*

**How much Bill has made while you've been reading:** \$1,800,524,000



*For Christmas I like  
to send SCSI cables  
to my competitors.*



*Brad Chase, vice president of marketing, says  
there's no marketplace for our standard  
issue keyboard. Go figure.*



*What's wrong with this uniform?? The guy who  
wore this is now a multi-millionaire.*



*Only the best for our staff...ergonomically  
designed, exceptional lumbar support.*



**Bill Says:**

"Somewhere...is an entrepreneur who has the germ of an idea that can become a great American success story."

**Bill Means:**

"Come see me with your idea and we'll do a deal."



**How much Bill has made while you've been reading:** \$37,179,000,000

**Bill says**

(to a Federal Trade Commission official):

"You don't know what you're talking about."



**Bill Means:**

"You think you're going to investigate me?"



**Computer Science = What I've been trying to explain for the last twenty years.**

**YOU MAY ALREADY  
BE A WINNER!**  
Chances of becoming a  
millionaire are 1 in 10

# **Microwsoft**

Incorporated Under the Laws of Supply and Demand

**SHARES  
1**

This Certifies that Whomever is holding this Stock Certificate is holding this and is the registered owner of one (or 1 for all Mac users) share of uncommonly good stock in Microwsoft Corporation.

Microwsoft stock can be sold or transferred in theory, but in practice must not. To sell Microwsoft stock would be wrong. The Holder of this certificate recognizes that he or she would be hard-pressed to find a better investment. Just ask Bill. And while the Corporation makes no guarantees that one (1) share of common stock currently has a value of one million dollars, based on previous stock performance and endless splits, the wait should be NOT MORE THAN three and one-half (3-1/2) months.

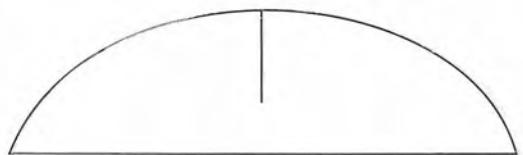
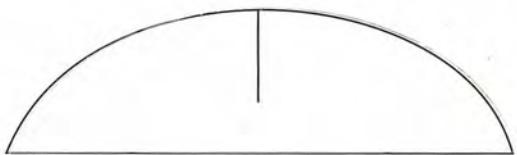
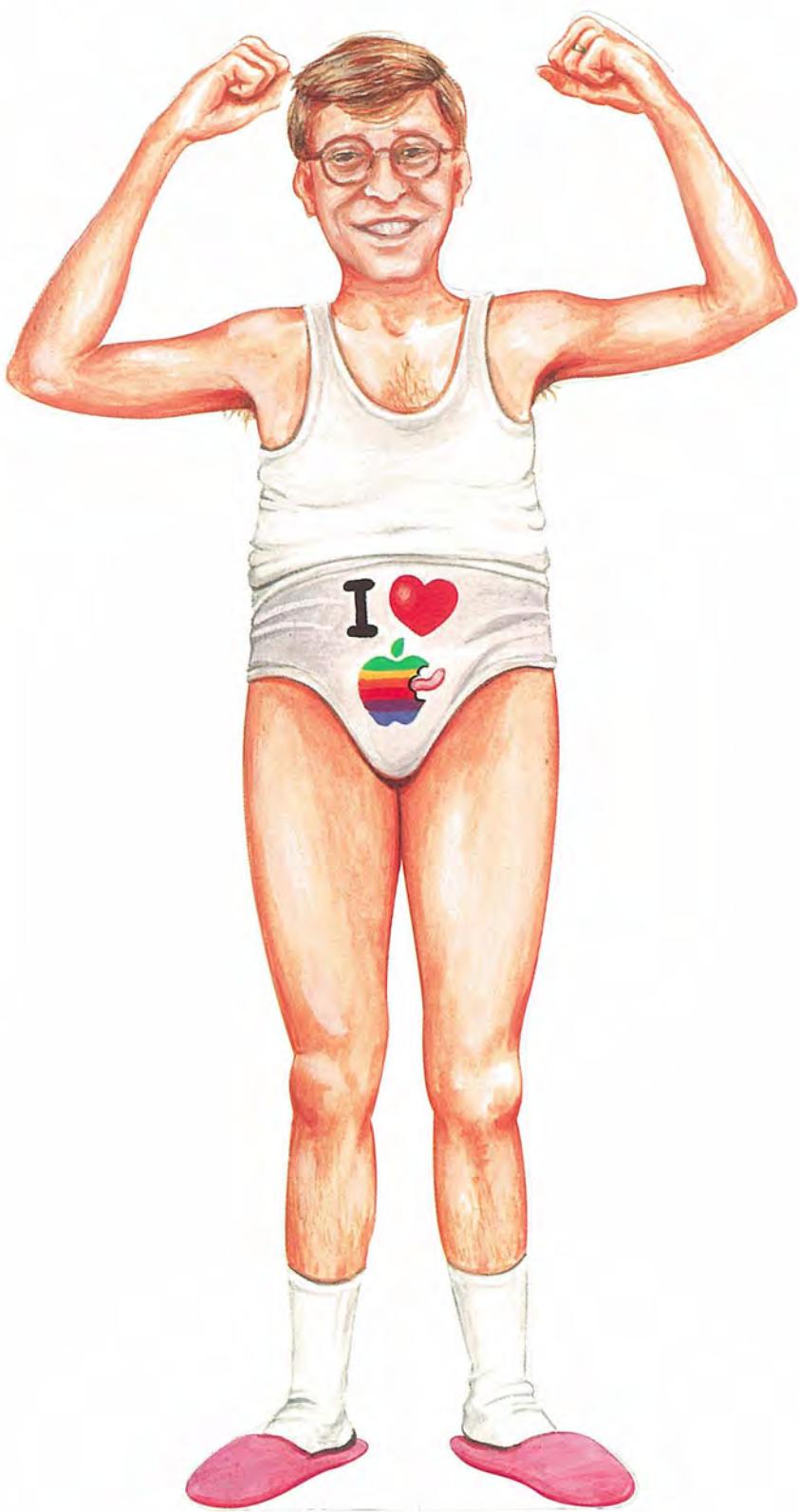
Dated: 09/01/98

Best if used before Bill uses his.

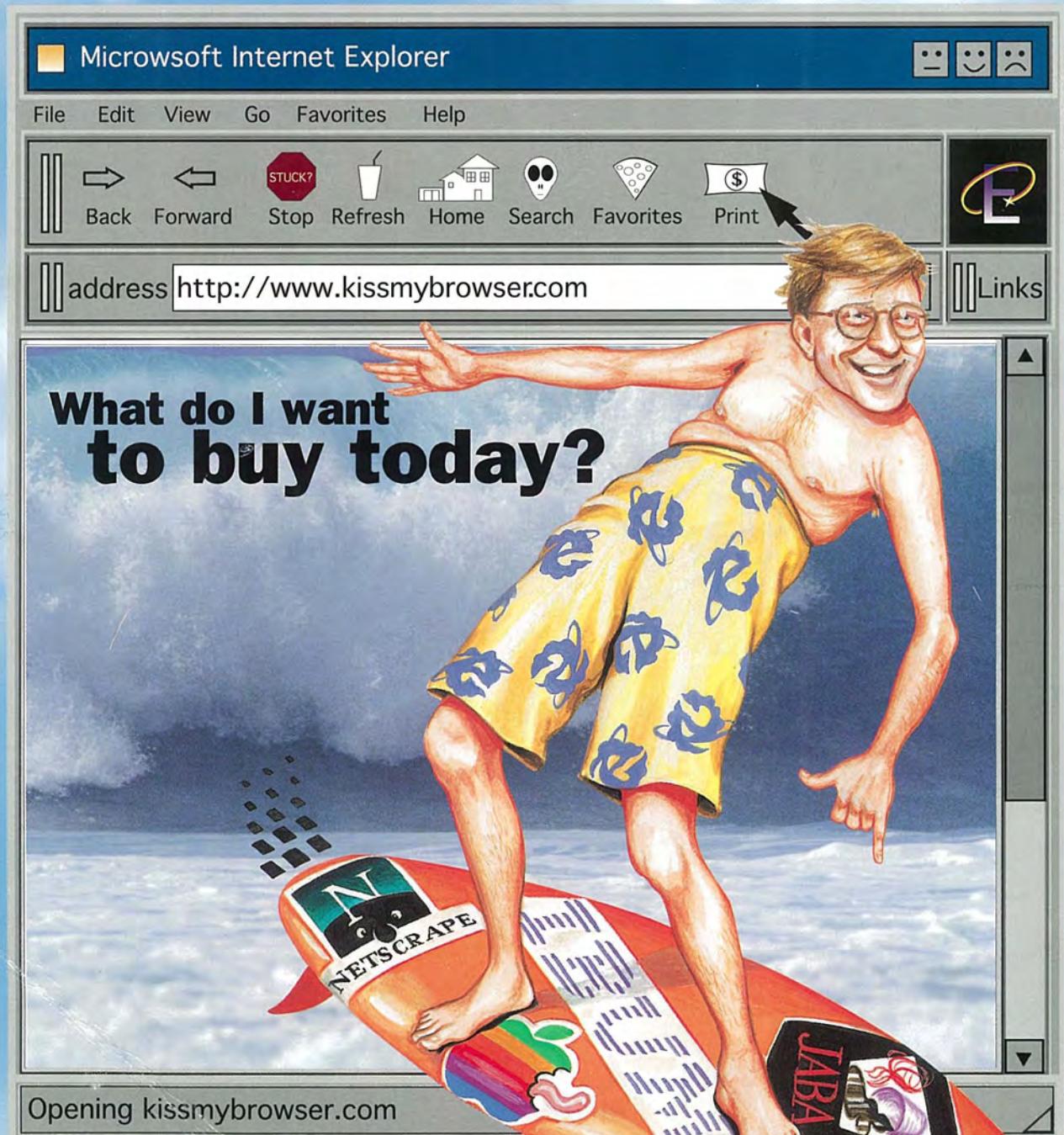


*Willie Gates*

CHAIRMAN, CHIEF EXECUTIVE OFFICER,  
AND BIG KAHUNA



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 **ST. MARTIN'S GRIFFIN**  
**175 Fifth Avenue, New York, N.Y. 10010**  
Distributed by McClelland & Stewart Inc. in Canada  
Printed in Canada

ISBN 0-312-19225-8

50999 >

EAN



9 780312 192259

